

(2) Research Project: Design & Methodology

Course Contents

S.No.	Unit	Topic
1	Unit-1	INTRODUCTION :Meaning & definition, Scope and Purpose of doing research, Areas of research, Research procedure, Applications of research, Problems of conducting research.
2	Unit-2	PROJECT THEME :Identifying theme of project, Selection of title, Description of universe, Executive summary, Statement of research problem and research objectives, Rationale for conducting study
3	Unit-3	FIELD WORK:Planning , organizing and supervising field work. RESEARCH DESIGN & DATA COLLECTION METHOD Primary research, Secondary research, Research approaches Observation, Experiment, Survey,Research instrument Questionnaire, Mechanical,
4	Unit-4	DATA ANALYSIS:Classification, Tabulation, Analysis and Interpretation. SAMPLING PLAN :Sampling unit, Sample size, Sample selection process, Sampling media.
5	Unit-5	REPORT WRITING Report format, Executive summary, Literature review, Findings, Conclusions & Recommendations, Bibliography.

Recommended books

1. Marketing Management, Philip Kotler Prentice-Hall of India, New Delhi.
2. Marketing Research, Harper W. Boyd Richard D. Irwin, INC., All India Traveller Book Seller, Delhi.
3. How to complete your reasearch project successfully, Judith Bell UBS Publisher Distributors, Delhi
4. How to research and write a thesis in hospitality & tourism, James M. Paynter
John Wiley & Sons, NY, USA